CASE STUDY

Brookfield Office Properties

Communication and Awareness Tactics Drive Impressive Diversion Rates

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The Buildings

- Two multi-tenant office towers in Toronto's financial district, owned and managed by Brookfield Office Properties, including:
  - 105 Adelaide Street, a 12-storey building
  - 151 Yonge Street, a 19-storey building

The Goal

- To continuously improve communication and increase awareness about waste diversion with tenants, property management, and operations staff.

How It Was Done

- Both buildings are a part of Brookfield Office Properties' national waste management program; PROJECT BLUE.
- PROJECT BLUE is designed to make recycling "second nature" with tenants and has become a road map for smarter, greener practices across Brookfield's portfolio. It includes recycling paper, organics, bottles, and cans as well as the safe disposal of batteries, cell phones and computers.
- The three key elements of the waste management program at 105 Adelaide Street and 151 Yonge Street include:
  - **Diversity**: A diverse marketing plan that includes a range of materials communicated through various approaches, such as:
    - Signage (such as lobby posters)
    - Electronic media screens in elevators and lobbies
    - Tenant kitchenette posters
    - E-flyers advertising lobby events and tenant focus groups
  - **Consistency**: Communications materials that are consistently deployed throughout waste management operations. For example, using customized hardware and bin labels throughout the entire property.
  - **Simplicity**: A simple program to make it easy for all occupants and maintenance staff to participate. For example, making sure the colour-coding of individual and communal bins, and bag liners is consistent with PROJECT BLUE's colour-coding system.

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- Some of the individual successes of PROJECT BLUE include:
  - At **151 Yonge Street**, waste management is often a main focal point at tenant focus groups and annual meetings. Company representatives from the external waste haulers have attended these meetings and provided information to tenants about the greater waste collection system beyond the office garbage can or Blue Box. As well, paper suppliers have provided information about the benefits and the opportunities for paper recycling, one of the largest pieces in the typical office waste stream. Tenant handouts have included items such as promotional fridge or cubicle magnets that highlight the PROJECT BLUE program and the building's specific material recycling list.
  - At **105 Adelaide Street**, high levels of participation are achieved by working with Senior Tenant Representatives to understand and measure their consumption and waste generation patterns. This process yielded real results that were provided to the employees, and the operations and maintenance staff. When results are broken down into simple day-to-day terms, people can relate them to their daily actions and understand the impact those actions have. Key anchor tenants have embraced this challenge and incorporated it into their own philosophy, for example; partnering with David Suzuki Foundation, on-site Suzuki Ambassadors, and the Green House – Open House.

The Outcome

- 151 Yonge Street diverts approximately 258 metric tonnes of material from landfill for a 74 per cent diversion rate and recycles enough paper to save 4,051 trees.
- 105 Adelaide Street diverts around 134 metric tonnes of material from landfill for an 81 per cent diversion rate and recycles enough paper to save 1,406 trees.

To learn more about Brookfield Office Properties and their greening programs, please visit:
www.brookfieldofficeproperties.com

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